

**THE RHODE ISLAND CONVENTION CENTER AUTHORITY  
BOARD OF COMMISSIONERS  
MARKETING COMMITTEE MEETING**

**April 23, 2013**

**A meeting of the Marketing Committee of the Rhode Island Convention Center Authority Board of Commissioners was held on April 23, 2013, pursuant to notice at the Rhode Island Convention Center, One Sabin Street, Providence, Rhode Island.**

**Board members present were Committee Chairman, Dale Venturini, Jeff Hirsh and Paul MacDonald.**

**Also in attendance were Jim McCarvill, Kim Keough and Betty Sullivan, RICCA; John McGinn, Breana Quinn, Amanda Wilmouth, Diane Richard and Arlene Oliva, RICC; Kristin McGrath, Alissa Bateman and Kristen Adamo, PWCVB; Daniel Schwartz, VETS; Larry Lepore, DDC, and Eileen Smith, recording secretary.**

**Ms. Venturini called the meeting to order at 12:35 PM and asked for approval of the minutes of the March meeting. Upon a motion duly made by Mr. Hirsh and seconded by Mr. MacDonald it was unanimously**

**VOTED: to approve the minutes of the March meeting**

**Ms. Venturini announced that the next Marketing Committee meeting**

**is scheduled to take place on May 28th at 12:30 PM.**

## **PWCVB**

**Ms. Venturini recognized Kristin McGrath who began the CVB's Power Point Presentation. Ms. McGrath's presentation is attached. Ms. McGrath reported that hotel occupancy was up during the month of March and the average daily rate continues to trend ahead of last year. She stated that Convention Center related definite room nights are lower than last March but remain ahead of year to date bookings. Ms. McGrath noted that definite bookings include the American Association of Veterinary Lab Diagnosticians which will meet here in October 2015. She said that the state veterinarian played a significant role in attracting this group. Ms. McGrath stated that the Evangelical Theological Society, the American College Alumni Association, Brown University ICERM Series and the NCAA National Invitational Tournament have signed contracts. It was noted that meeting planners are beginning to look at future years. Tentative bookings are also lower than the previous year. Some of the prospects are the North American Nature Photography Association, the Society of Sensory Professionals, Educause – NERCOMP 2014, International Foundation of Employee Benefit Plans and the American Urogynecologic Society. Ms. McGrath reported on site inspections, sales trips to Washington, DC and local client events.**

**Ms. Adamo reported on the month's marketing and communications**

efforts. She reported that the marketing team is developing an ad plan for Fiscal Year 2014 and creating new ads for the Convention Center Authority. Ms. Adamo noted that the team is working on a commercial to air in Boston and Hartford in conjunction with the WaterFire documentary. Ms. Adamo said that electronic media is growing every month. She said that every month this year has shown a significant increase. Ms. Adamo noted that the CVB is planning to launch a blog next month. Ms. Adamo reported that collateral material is being developed for the Visitors Center and the Rhode Island Convention Center that will link to RICCA marketing efforts. She also said that a new trade show booth is being designed.

Ms. Keough, Ms. Adamo and Ms. Bateman distributed some pictures of the proposed advertising campaign for the Rhode Island Convention Center & Entertainment Complex. They announced that the theme will be flex ability.

## **DUNKIN' DOUNTS CENTER**

Ms. Cohen was unable to attend the meeting because she was at an out of town conference. Mr. Lepore addressed the committee. He reported that we have made an offer to an artist and are waiting to hear back. Mr. Lepore noted that the Dunkin' Donuts Center is gearing up for the circus. He also noted that if the P. Bruins continue their winning ways ice will have to be put back as soon as the circus leaves. Discussion ensued regarding Paula Abdul's new venture that

**will use both the Convention Center and the Dunk.**

## **CONVENTION CENTER**

**Mr. McGinn was asked to present the report for the Convention Center. Mr. McGinn stated that the revenue goal for the year is \$9 million and that currently we are at \$8,500 million. Mr. McGinn said that it they would probably not make their goal. Mr. McGinn said that tentative events for March through April 2013 include Citizens Financial Group, IGUS, Inc. Sales Meeting and United Providence. For future years, tentative event activity includes IBS USA BPI, Opportunity Finance Network Conference and NE Jurisdiction United Methodist Women's Quadrennial Meeting. Mr. McGinn reported that contracted events are AHOLD USA, The Garage (formerly Business Exchange) and the National Education Association of Rhode Island Strong. Mr. Hirsh asked why the Business Expo changed their name to Garage. Mr. McGinn said that they were looking for a new twist.**

**Mr. McGinn noted that a brainstorming session was held at the PWCVB office to develop a comprehensive marketing plan for 2014. Mr. McGinn stated that there were several site tours last month and the team traveled to the national Association of Sports Commissioners held in Louisville, KY. He said that USA Gymnastics and USA Field Hockey were pitched for the area.**

## **VETS**

**Ms. Venturini asked Mr. Schwartz to report on events at the VETS. Mr. Schwartz reported that the number of event days is up for the period for the period and last year. Attendance for events has also increased. Mr. Hirsh stated that he has heard from a lot more people that they attended events at the VETS. Mr. Schwartz presented highlights of upcoming events. He said that Festival Ballet will perform Sleeping Beauty and the RI Philharmonic will perform Beethoven's Fifth and Mahler Resurrection. Mr. Schwartz reported that Theaterworks will bring Charlotte's Web to the theater in May. Mr. Schwartz presented a list of High School Graduations for June. Mr. Schwartz was pleased to report that a new show has been confirmed for November. He said that "the Capitol Steps" is a comedic look at politics and has been featured on NBC, CBS and PBS.**

**Discussion ensued regarding the progress of the construction. Mr. McCarvill reported that there is a large crack in the building that has been there since we took over. He said that we will have it looked at to determine what if anything can be done.**

**Ms. Venturini asked if there is any movement on the land adjacent to the theater that would help with the parking issues. Mr. McCarvill said that if everything goes the way we think it will we will have the**

opportunity to manage the parcel. He said that we would clean it up, fence, pave and line the area and might make a small profit on the parking. Mr. MacDonald said that he thought the owners wanted too much money. Mr. McCarvill noted that the price has come down. Ms. Venturini stated that the space is now an eye sore and we need parking up there. Mr. Schwartz noted that a trial run was held for valet services and other options are being considered.

Ms. Venturini asked if there was any further business. Hearing none Ms. Venturini looked for a motion to adjourn. Upon a motion duly made by Mr. Hirsh and seconded by Mr. MacDonald it was unanimously

**VOTED: to adjourn at 1:20 PM**